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Anyway you look at it..
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Argus C-3

is a **best buy** in the 35mm field!

This almost fanatic loyalty of 35mm fans for Argus C-3 is well-founded. Checked in comparison with other fine 35mm cameras, Argus C-3 has all of the most-wanted features. But more than that—it has vast versatility. It

gives the beginner super color and black-and-white shots. And as the user becomes expert in composition, his Argus C-3 keeps pace with him. Use an Argus C-3 and you're working with a camera worthy of your finest talents!

\$60⁵⁰

*Including Flash
Tax and Case extra*

Why more people buy Argus C-3 than any other fine 35mm camera

Argus C-3 gives you the 3 features most wanted by men who know the 35mm best: 1. Built-in synchronized flash; 2. Accurate, lens-coupled rangefinder; 3. Fast, f3.5 Anastigmat lens, hard-coated, color-corrected. There's a fourth feature, too: Sheer value when compared with other cameras in its price range.



ARGUS, INC., ANN ARBOR, MICHIGAN • MAKERS OF AMERICA'S MOST POPULAR 35mm CAMERA